

27 DOLORES PLACE

Volume 1 Number 30

May 3, 1971



MALVERNE, NY 11565

© 1971 by Gary K. Cohen

Top Albums At Campus Stations

CRAZY HORSE-----	Crazy Horse-----	Reprise
CRY OF LOVE-----	Jimi Hendrix-----	Reprise
FOUR WAY STREET-----	CSN&Y-----	Atlantic
IF I COULD ONLY REMEMBER-----	David Crosby-----	Atlantic
PEARL-----	Janis Joplin-----	Columbia
TAPESTRY-----	Carole King-----	Ode '70
TEA FOR THE TILLERMAN-----	Cat Stevens-----	A&M
THIRDS-----	James Gang-----	ABC
TUMBLEWEED CONNECTION-----	Elton John-----	Uni
WOODSTOCK II-----	Various-----	Cotillion

The airplay on the following is also heavy, but less than the above:

A MESSAGE TO THE PEOPLE-----	Buddy Miles-----	Mercury
BACK TO THE ROOTS-----	John Mayall-----	Polydor
BRING ME HOME-----	Mother Earth-----	Mercury
EMERSON, LAKE, & PALMER-----	E,L,&P-----	Cotillion
LONG PLAYER-----	Faces-----	Warner Bros.
MANNA-----	Bread-----	Elektra
MOTEL SHOT-----	Delaney & Bonnie-----	Atco
MOVIN' TOWARD HAPPINESS-----	Mason Proffit-----	Happy Tiger
NANTUCKET SLEIGHRIDE-----	Mountain-----	Windfall
REAL LIVE-----	John Sebastian-----	Reprise
RITA COOLIDGE-----	Rita Coolidge-----	A&M
ROCK ON-----	Humble Pie-----	A&M
SISTER KATE-----	Kate Taylor-----	Cotillion
TARKIO ROAD-----	Brewer & Shipley-----	Kama Sutra
WILDLIFE-----	Mott The Hoople-----	Atlantic
YES ALBUM-----	Yes-----	Atlantic

Top Singles At Campus Stations

ANOTHER DAY--McCartney--Apple	JOY TO THE WORLD--3 Dog Night--Dunhill
BROKEN--Guess Who--RCA	LOVE HER MADLY--Doors--Elektra
BROWN SUGAR--Rolling Stones	LUCKY MAN--E,L,&P--Cotillion
EIGHTEEN--A. Cooper--WB	ME AND YOU AND BOO--Lobo--Big Tree
FRIENDS--E. John--Uni	NEVER CAN SAY GOODBYE--Jackson 5--Motown
HERE COMES--Havens--Stormy F.	PUT YOUR HAND IN THE HAND--Ocean--Kama Sutra
I AM I SAID--Diamond--Uni	POWER TO THE PEOPLE--Lennon--Apple
IF--Bread--Elektra	13 QUESTIONS--Seatrain--Capitol
IT DON'T COME--Starr--Apple	TONGUE IN CHEEK--Sugarloaf--Liberty

-all records listed are in alphabetical order-

Reported/Programmed Album Cuts

"So Far Away"
"You've Got A Friend"
"It's Too Late"
"Natural Woman" from Tapestry - Carole King(Ode '70)
"Brother Speed"
"Ridge Rider"
"My Plan"
"Let It Flow" from Hexagram 16 - Russ Giguere(Warner Bros)
"Whiskey Woman"
"Keep A Knockin'"
"Wrong Side of the River" from Wildlife - Mott The Hoople(Atlantic)

Programmed Albums

WUVA - Univ. of Virginia - Charlottesville (Dick Bartley)
carole king, humble pie, grin, doobie brothers, boz scaggs, ohio knox
WSCB - State Univ. College - Buffalo, N.Y. (Clayt Pasternack)
joy of cooking, mason proffit, mandrill, staple singers, memphis slim
WRCU - Colgate Univ. - Hamilton, N.Y. (Pete Stassa)
celebration, merryweather & carey, peter bardens, yes, dion
WYSC - Shippensburg State College - Pa. --
donny hathaway, feliciano(Encore), bruce westcott trio
WJMD - Kalamazoo College - Michigan (Phil Verheyen)
4 way street, edgar winter, carole king, pearls before swine, stoneland
WITR - Rochester Inst. of Tech. - N.Y. (Dave Melhado)
carole king, hooker, delaney & bonnie, fred neil, hooker 'n' heat, t. rex
WLVR - Lehigh Univ. - Bethlehem, Pa. (Jim Cameron)
rolling stones, procol harum, taylor, colombier(A&M), message(Chess)
WPEA - Phillips Academy - Exeter, N.H. (Bill Densmore)
brewer & shipley, el chicano, mayall, tom paxton, steppenwolf(gold)
WQMC - Queens College - Flushing, N.Y. (Ted Goldspeil)
richard & mimi farina, shawn phillips, matthews s.c., mary, carole king
KALX - Univ. of Calif. - Berkeley (Rich Markell)
john cale & terry riley, johnson, woodschtick, mason proffit, musselwhite
WTGR - Memphis State - Tennessee (Tim Curry)
taylor, procol harum, 4 way street, mason proffit, genesis(Impulse)
WVBU - Bucknell Univ. - Lewisburg, Pa. (Jim Morrell)
tom paxton, sebastian, friends, sweet pain, joseph & coat
WSUA - State Univ. of Albany, N.Y. (Eric Lonschein)
john denver, cohen, cooper, electric tommy, head, heads & feet
KBSB - Bemidji State College - Minnesota (Jerome Skein)
sweet pain, mother earth, mason proffit, biff rose, 4 way street
WAER - Syracuse Univ. - N.Y. (Steve Huntington)
procol harum, grin, doors, boz scaggs, dory previn
KCCS - Univ. of Missouri - Columbia (Marv Wells)
jake jones, live catfish(Epic), schwartz, third world, chase
WRMC - Moravian College - Bethlehem, Pa. (Chris Weidner)
billy holiday(ESP), hooker 'n' heat, british archives vol. 3(RCA), grass
WSAC - St. Anselm's College - Manchester, N.H. (Pat Matthews)
4 way street, friends(Koinonia), hooker 'n' heat, carole king, jo mama

Recommended Albums

Good Taste Is Timeless - Holy Modal Rounders (Metromedia) Ah yes
Mandrill - Mandrill (Polydor) moving hard rocker
Redwing (Fantasy) "Dark Thursday" and "Shorty Go Home" are better cuts
Tennessee Three - The Sound Behind Johnny Cash (Columbia) pickin's
Compleat Tom Paxton - Tom Paxton (Elektra) fine gathering of the best
works of Tom Paxton

Recommended Singles

BENSOME CHANGES --- Alamo --- Atlantic
BLIND EYE --- Wishbone Ash --- Decca
CRUISIN' FOR A LOVE --- J. Geils Band --- Atlantic
CRY BABY --- Janis Joplin --- Columbia
GRAPE FARM --- Young --- Ampex
MANDRILL --- Mandrill --- Polydor
OH MY GOD --- Browning --- Amaret
RINGS --- Cymarron --- Entrance (Epic Distr.)
SILLY SALLY --- Iron Butterfly --- Atco
TRY SOME BUY SOME --- Ronnie Spector --- Apple
WOULDN'T IT BE NICE --- Beach Boys --- Ode '70 (From "Celebration" album)

Total number of singles received this week: 78

Further comments on a subject we previously touched...The Rolling Stones 1p Sticky Fingers arrived with the notation "New Rolling Stones 1p - open immediately" on the cover. As we have noted before, this only leads to rip-offs at the post office level. (After all, it's bad enough when you have to say "special rate - sound recordings," but when you go even further and say "Rolling Stones," the temptation is tremendous) We have since learned that one of the reasons record companies use rubber stamps like this, is because at some of the metropolitan area stations (where product is also hand delivered), the station does not open up all of the mail that comes in. Most of the records are thrown into big sacks and distributed to war veterans, hospitals, and other charities. Joe Bogart, former Music Director of WMCA in New York admitted this was the case at his station, and it is probably true elsewhere in commercial radio. But if the record packet says "Rolling Stones," "Woodstock," or "Beatles" it would probably be opened....Such is not the case at college stations, where we are positive that every package arriving at the station is at least opened, and most times, every record listened to. Record people should eliminate the use of those stamps, and when the big stations complain about records "Not Arriving" (familiar complaint?), tell them to start opening their packages...

Any comments from record companies using these stamps???

Revolutions

by Charlie Allenson

Hereye, Hereye: Announcing forsooth the new James Taylor album Mud Slide Slim(Warner Brothers) and, by and large, the album is basically a collection of uninspiring tunes. Oh, the lyrics are good, but the melody lines are falling into that particular pattern of Taylor's that so typified his previous works, and have succeeded solely in placing this critic into a numbifying stupor. There are, however, several noteworthy exceptions - "You've Got A Friend" penned by Carole King, "Mud Slide Slim" and "Long Ago and Far Away," sung with Joni Mitchell. Also appearing on the album are Gail Haness, Kate Taylor, John Hartford, and Danny Kootch (who is also known as Danny Kortchmar).

A superbly put-together rock album on Atlantic is Headless Heroes Of The Apocalypse by Eugene McDaniels. The lyrics are very powerful and arrangements are equal to the lyrics. One particularly haunting piece is called "Jagger The Dagger." There is also an interesting quote on the back of the jacket - "We have killed the very earth beneath our feet...yet we still kill each other and speak of the future."

Tax Free(Polydor) is a fine Lp blending the softness of folk with the subtleties of jazz. The musical quality of the album is of a very high level, and would probably serve early morning-ease-into-the-day-programming very well (or the reverse evening slot). The group name is derived from apparent leader Wladimir Tax(vocals, flute, guitars). Also appearing on the lp is John Cale on Electric Viola.

As you know, double albums are the doom of the record reviewer. However, as has been the case every once in a while, a good one drifts along. Such is the case with Head Hands And Feet(Capitol). This is an English group and the double album is needed to hold vast variety styles the group indulges in. The disc is of consistently good quality both from a production and talent point of view, and contains some of the better hard rock I've come across lately.

Once again I am amazed at how scratches and fingerprints are placed is a sealed album. Despite that, the new Leonard Cohen album Songs Of Love And Hate(Columbia) offers quite a pleasant musical journey. As has been true of other Cohen lp's, he is not all that great a vocalist, but then again look at Kristofferson, Dylan, and Bachrach...but his thoughts and lyrics are unbeatable (as has also been true for some of his other lp's.) His musical style has changed somewhat to a more sophisticated vehicle, though.

An unusual Columbia entry this week is Summit Session by Dave Brubeck. On this album we find Brubeck playing with Peter, Paul, & Mary, Louis Armstrong, Charlie Mingus, TheloniousMonk, Palghat Raghu, Leonard Bernstein and the Philharmonic, and others. Although it is not the most creative riffing you'll ever hear, the lp is certainly worth getting into.

Promotion News

Tom Cossie has been named National Album Promotion Director for RCA Records. He joins Frank DiLeo, National Singles Promotion Director for RCA, (both are from Pittsburgh) at the helm of their Promotion Department. All questions on LP product should be directed to Tom, who promises to take care of them.

Stan Bly is the new National Singles Promotion Director for Mercury Records.

Famous Music (they own Paramount Records) has bought a controlling interest in Blue Thumb Records. United Artists Records has bought a controlling interest in Mediarts Records.

Gene Armond, an industry veteran, has been named National Director of Promotion for UA Records. Anne Moore continues to handle college promotion for the label.

Soozin Kazick has joined Grossman/Glotzer as publicity director. She had been with Buddah for the last two years.

Station News

Marv Wells, and not Mary Wells, is the new Music Director at KCCS - Univ. of Missouri in Columbia...Jerry Hallman, Station Manager, & Alex Dalleandro, Music Director, join Ervin Robinson (PD) at WARP-FM Erskine College in South Carolina...Jeff Cruikshank is now Music Director at WAMF - Amherst College in Amherst, Mass...Paul Berlin replaces Charlie Horowitz as Music Director of WWUH - Univ. of Hartford in Conn...David Maurer is the new General Manager and Rod Klafeln the new Program Director at WRHO in Hartwick, N.Y...Rick Brand the new SM, Steve Cocca the new PD, and Al Dibs as Music Director at WOFM in St. Bonaventure, N.Y.

WJMD, Kalamazoo College in Michigan, celebrates its 25th Birthday on May 4th, making it the oldest college radio station in Michigan. Phil Verheyen, Station Manager, can be reached at 616 - 343-1551(ext.242).

WMMR, Univ. of Minnesota at Minneapolis. has recently completed an audience survey. They found that in two of their dorms, students were having trouble receiving the station (this problem has now been rectified), but that in the other dorms, 44.80% of the students were regular listeners - people who listen to the station every day. They found another 28% were occasional listeners, meaning that 72.80% of the students in those dorms listen to the station at least occasionally.

WGUV, University of Dubuque in Iowa, has been having some problems with station operation. They would like to go back on the air for September. For information on how you can help, write to Doug Towne (Dubuque, Iowa 52001).

Communication

To The Editor:

In response to Russ Singer's letter of last week, I have the following comments:

In regard to the "Underground Radio" panel at the I.B.S. Convocation in New York which Scott Muni, Bernie Stollman, and I took part, Russ said that I blew the chances for "an enlightened exchange of ideas" because I discounted such factors in a station's operation as money and commercials. I admit wholeheartedly to doing the latter, but firmly deny doing the former.

What I attempted to do on that panel was emphasize the fact that College Radio is vastly different from commercial operations like WNEW-FM. Most college stations are carrier current or Educational FM, and do not reach millions of different people, but rather, they reach a very select, well defined audience. They are not overwhelmed by commercials, and usually have only enough to provide working capital. College Radio is not the same as commercial radio.

In this respect, WVBR-FM is a college station in name alone. The only difference between WVBR-FM and WNEW-FM is that one is staffed by semi-competent College students, and the other by semi-competent "professionals." In all other aspects, WVBR-FM is similar to most commercial operations.

So what it comes down to is the fact that Scott Muni, sitting on a panel on "Underground Radio" at a College Radio Convention, has very little to offer in the way of advice. His kind of radio is radically different from most college radio operations. But I.B.S., in its infinite wisdom, feels it necessary to put such 'god' figures on panels in order that we may all admire how cool they are.

What I would've liked to have seen would be a panel composed of College Radio people talking about College Radio operations, not Commercial Radio people talking about how College Radio stations should try to emulate their operations.

Then Russ Singer had the audacity to suggest that we might've benefited from a discussion with Rick Sklar of WABC-AM, which gives you an idea where Russ Singer's mind is at.

Damnit! We're trying to be different. We are trying to serve as an alternative media, not an emulative one. And people like Scott Muni and Rick Sklar have very little to offer us in that goal.

Jim Cameron, Program Director
WLVR - Lehigh University
Bethlehem, Pa. 18015

Communication

To The Editor:

Some thoughts on the recent IBS Convention. The negatives summed up in the recognition of the failure of the educational process to give young potential broadcasters a realistic appraisal of the state of radio today, or a vision of what the medium could be.

The positives being the fact that new friends were made, horizons were expanded.

The success of the gathering will be made in the future, as those friends get together, form networks to help each other, follow thru with personal visits, phone calls, letters, tapes, learn what can be done if their energy can be better understood and directed. Local gatherings are needed on a local area basis, relating the needs of the community to their on the air efforts. More of a sense of human responsibility is needed as they examine the medium through which the communication is to be made. What kind of communication? What for? What is the purpose?

Is it possible that the medium of radio could be used to raise the level of our consciousness - the consciousness of self - the consciousness of all - perhaps even a cosmic consciousness?

It could be, if even a few could realize the potential of the medium.

One thing is for sure - it isn't happening unless or until we share the realization that it can be done, all it takes is the caring, the knowing, and the doing. It could be fun.

Where are all the doers?

P.S. Where is the humor?

Augie Blume
2400 Fulton Street
San Francisco, Calif. 94131

A number of things available for college stations: Broadcast Engineering, 1014 Wyandotte Street, Kansas City, Mo. 64105. "Broadcast Engineering is mailed free to qualified persons engaged in commercial and educational radio and television broadcasting."

Broadcast Management/Engineering, 820 Second Avenue, N.Y.C. 10017. "BM/E is circulated without charge to those responsible for station operation..."

The American Chemical Society tape "Men and Molecules" is a weekly 15 minute feature. Write to them at 1155 16th St.N.W. Washington, D.C. 20036.

Editorial

At this time of year, many record companies wonder whether or not they should service college stations over the summer. We feel that stations should be serviced with regular mailings (mailing list) throughout the entire summer.

From the questionnaires we received, about 40% of most college stations will be on the air over the summer. (Many of them are the larger FM operations). And larger schools, with carrier current stations, also program over the summer.

Of the other stations...the ones that will go off the air...many will have somebody around the station (fixing or installing new equipment or somebody on a work-study job) who will pick up and catalogue new releases as they come in.

The record companies service college stations, though, because they hope people are listening. And the listener wants to be able to hear (and request) music that he likes. But when the releases of three months - 1/4 of the year - are not there, he might tune his dial elsewhere. And then the whole reason behind servicing college stations in the first place (being close to the student body, they can best program what the student body wants to hear) is gone.

And record people who say they will re-service all product in September, might be out of stock on an old 45, or might be out of DJ's, or be reluctant to service a Joplin, Hendrix, Woodstock, or Beatles, because they would have to take it out of stock. Furthermore, as Walter Paas of WLUC - Loyola Univ. in Chicago, points out, "product that is popular over the summer will still be popular in September."

Therefore we urge all stations to send a letter to their suppliers, asking them to continue servicing them over the summer. (Mention some of the things we pointed out.) It is for this reason that we will not publish a list of college stations that will be on the air over the summer. Since we did not get a 100% response to our questionnaire, we would not want to be responsible for a station not getting product. Furthermore, we do not think a distinction should be made over whether or not a station is on the air (everyone should be serviced) and that printing up a list of college stations that are definitely on the air, would tend only to defeat this goal.

College Radio Report

Editor-----Gary K. Cohen

Associate Editor & Charts Editor-Steve Nimmich

Contributing Editors:Mike Riccio & Arnie Handwerger

Feature Editor-----Charlie Allenson

Staff: Jim Cameron

Telephone: 516 - 887-1521. Call all day Wednesday or Sunday, or daily from 6:00 until 11:00. No collect calls, please.